

Taking It to the Streets:

Using Foursquare,
Twitter & Instagram
To Engage Your
Visitors





Instagram

Step 1:

**Open Instagram /
Take a photo**

Step 2:
Add
#MTGCfun
tag

Step 3:

Upload to Instagram

Step 4:
Stay tuned



Instagram



twitter





Before



After



☐ Yes!

Case Study #1



-Spy Denton
Denton, TX



Texas Travel Industry Association's
**Travel & Tourism
COLLEGE**

Texas Woman's University ★ Denton





SEEK & FIND THE BEST DENTON HAS TO OFFER

BY VISITING LOCATIONS IN AND AROUND DOWNTOWN DENTON

TUESDAY, JUNE 19TH, 2012 | 6:00-9:30PM

Join us the evening of Tuesday, June 19th for a unique digital "game" that will allow you to experience downtown Denton in an entirely new way. *I Spy Denton*, produced by Aria and TTIA, is a team-oriented activity that will force you to complete tasks and challenges and interact with the environment around you. Teams will create a photo-story as they walk around downtown Denton, visiting different restaurants, pubs and venues.

Using Instagram and Twitter, *I Spy Denton* will show participants ways social media can be used to create new experiences for destinations. Above all, it will be a spectacularly fun, competitive activity for all TTIA Travel and Tourism College attendees. May the odds be ever in your favor.

Look for more details from us soon. We look forward to seeing you there!



DON'T HAVE INSTAGRAM YET?

DOWNLOAD THE APP:

FOR IPHONE:



FOR ANDROID:



Once the app is installed login to your team's account using the login information on this card.

ALREADY HAVE INSTAGRAM?

Logout of your personal account by clicking on the Account button in the lower right-hand corner of the app. Once you have successfully logged out, log back in using your team's account information.

WINNING TEAM(S) WILL BE ANNOUNCED AT
9:30PM ON THE COURTHOUSE LAWN!



JUNE 19, 2012

TEAM LONESTAR ★

DINNER 6PM - 7PM | PUB CRAWL 7PM-9:30PM

CHOOSE FROM ANY OF THESE DELECTABLE DENTON RESTAURANTS:

MELLOW MUSHROOM, ROOSTER'S ROADHOUSE, FUZZY'S TACOS, ANDAMAN THAI,
ABBEY INN, THE LOVE SHACK

*MEET UP WITH YOUR TEAM AT 7PM AT THE SOUTHSIDE OF THE COURTHOUSE ON
THE SQUARE LAWN

GOAL:

Work with your team to create a visual representation of your experience tonight in Denton that captures the "Original. Independent." slogan.

Pool photos of words, objects or random sightings to your team's Instagram account. At the end of the night, hashtag your photos to create a visual story.



INSTRUCTIONS:

(1) Login to Instagram:

User: TeamLoneStar

Pass: lonestar

(2) Take photos using the #hashtags provided on pub crawl card

(3) At 9:15pm, choose your team's best photos & comment on each of them using #TeamLoneStar



JUNE 19, 2012



OAK STREET DRAFT HOUSE

308 E. Oak St., Denton, TX 76201 | (940) 395-1950

This is an old house converted into a bike-friendly, dog-friendly restaurant and bar. It is unique in that it strives to maintain the integrity and feel of the original house with vintage furniture, old photographs, and antique "things" used throughout as fixtures. Find and upload a photo of one of these antique "things." #oakstreetdraft

HICKORY STREET LOUNGE

212 East Hickory St., Denton, TX 76201 | (940) 387-2222

Located between Giovanni's Pizza and Pasta and Ramen Republic, the dimly lit Hickory Street Lounge is a cozy little space for those looking for a different flavor of Denton nightlife. After a long day at work, people can swing by the Hickory Street Lounge to unwind, grab a drink and relax. Upload a photo of one of their signature drinks or the full bar. #hickorystreetdenton



ABBEY UNDERGROUND

West Walnut St., Denton, TX 76201 | (940) 565-5478

Go underground to The Abbey Underground, an authentic English tavern located under The Abbey Inn restaurant. This big, spacey, dungeon-esque bar features an incredible happy hour with a large selection of imported and domestic beer, lagers, cider and stout. Upload a photo that reminds you of an English pub. #abbeyunderground

CELLAR 22

219 E Hickory St., Denton, TX 76201 | (940) 898-0434

This intimate "wine cellar" is a small family-owned business serving dozens of unique wines, a variety of beers, a selection of specialty appetizers and boasting the only walk-in humidor in Denton. Upload a photo of any item that they serve. #cellar22denton



BANTER COFFEE HOUSE

219 West Oak St., Denton, TX 76201 | (940) 565-1638

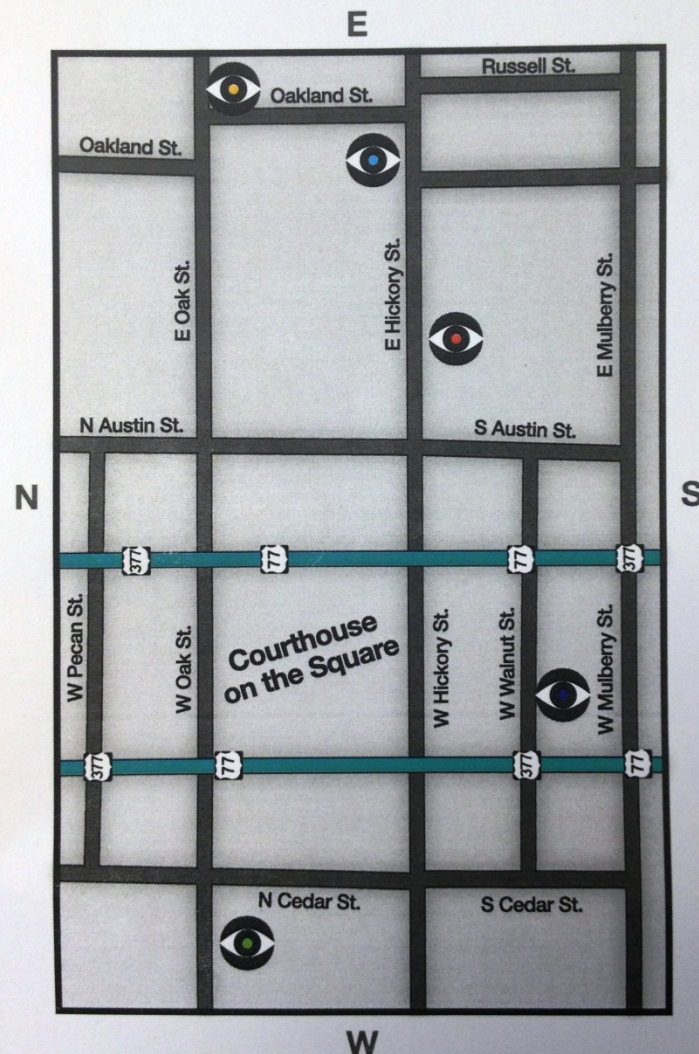
Banter brings together Denton's community of artists, musicians and folks who love their craft. Here folks can enjoy food and beverage and come together with other residents who love the vibrant city of Denton and the community they all enjoy. Upload a photo of a piece of art. #banterdenton



Aria



DENTON TOWN SQUARE



Get to know the pubs of Denton. Any objective listed that is NOT completed will cause points to be deducted from your team's score.











Future changes:

- Scavenger hunt
- Build upon competitiveness
- Prizes
- Way for people to see other photos
- App training
- Enough time





the cellar22

est. 2010

IT'S ALL FUN AND GAMES
UNTIL THE BEER RUNS OUT

800

Case Study #2

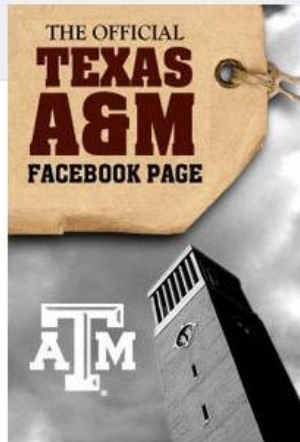
Social Media Scavenger Hunt

Texas A&M University

Texas A&M Social Media Scavenger Hunt
by AggieMedia

JAN
25





Add to My Page's Favorites

Subscribe via SMS

Howdy! Welcome to the "community of spirit" for Texas A&M University. We are the Aggies, the Aggies are We!

<http://www.tamu.edu/>

Information

Location:
College Station, TX, 77843

34 Friends Like This

6 of 34 Friends

See All



Paula Wells Ward



Susie Duarte Thorne



Reville VIII



Stacey Staub



Gary Biskup



Stovy Bowlin

256,293 People Like This



Lisa Gatlin Cooley



Manjari Dhavala



Stephanie Renee

Texas A&M University

Wall

Info

Discussions

#TAMUhunt

Photos

Events

>>



It's Time to Check-In

Join us for the Official Texas A&M Social Media Scavenger Hunt!

WHEN:

January 25-26, 28

**January
25, 26
& 28**

HOW TO PLAY:



Follow [@tamutalk](#) on **Twitter** for clues and where to check-in on **Foursquare** to win prizes from Adidas and the MSC Bookstore.



Join us for **'Foursquare Friday'** on Jan. 28 to win prize packages for earning the **Foursquare Collegiate** badges.

GET THE SCOOP:

Click on the links below for the full scoop on the Social Media Scavenger Hunt:

- Official Scavenger Hunt Rules
- Facebook Event
- Foursquare Collegiate Badges
- News Release



Prizes donated by:





Texas A&M University

@TAMU



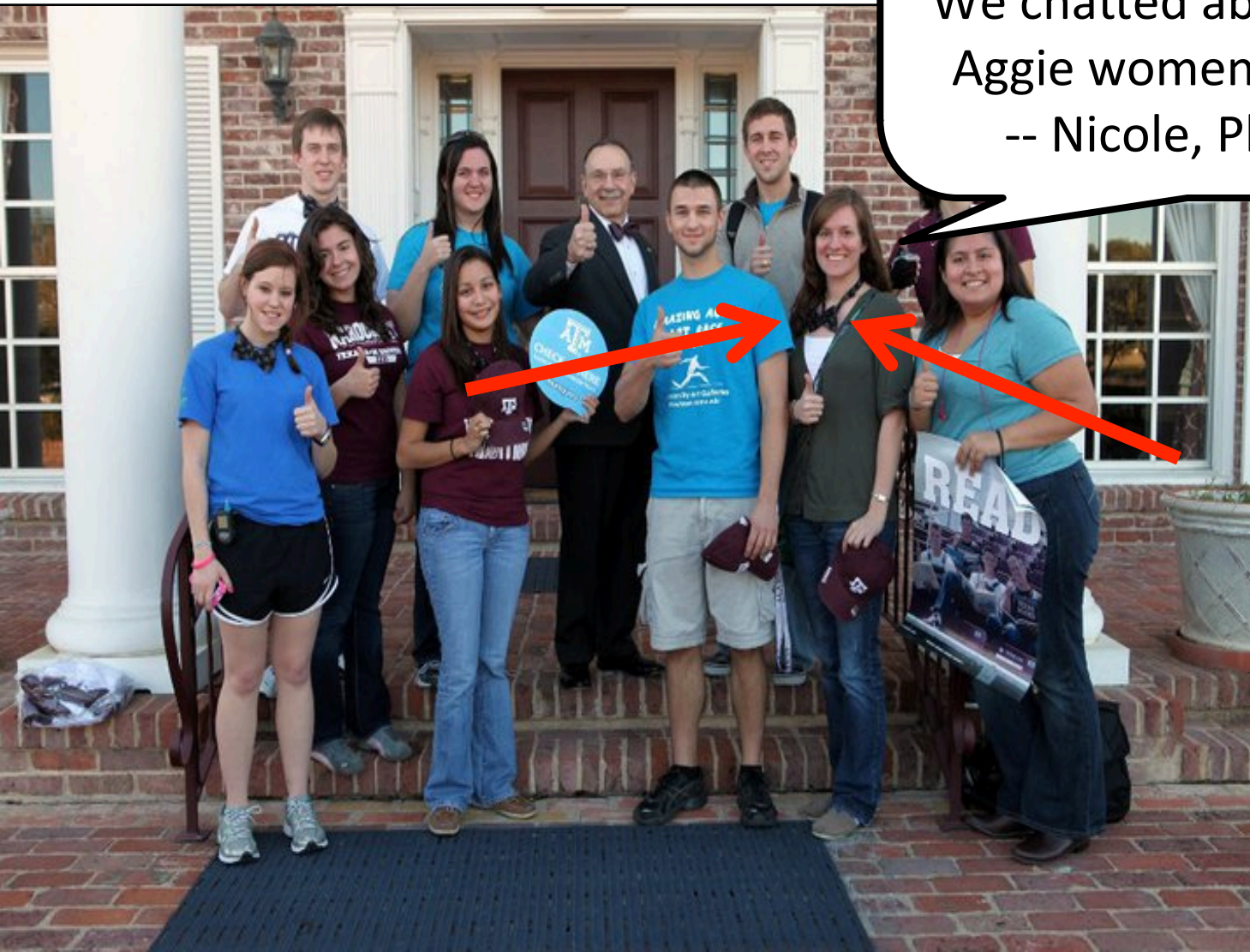
Follow

#TAMUhunt Clue: 🎵 “So put a penny on _____ and wish me some luck.” 1st students to check-in on Foursquare win!
<http://tx.ag/social>

↩ Reply ↻ Retweet ★ Favorite



So [#TAMUhunt](#) ended with a visit with none other than President Loftin! I got a bowtie! We chatted about [NASA](#) and Aggie women's basketball.
-- Nicole, PhD student





Lessons Learned:

1. Not all students had Aggie apparel.
2. Students had fun & made new friends. They also wanted harder clues!
3. Students found social media shortcuts. There was a need for modification. Hashtags help.

**Could this work in
your College Town?**

College Towns Rock!



Case Study #3

Downtown Dash

Chicago, IL

Downtown Dash - Social Media Scavenger Hunt Chicago

by dtdash1





Photo: leyla.a on Flickr

ING DIRECT
Save your money®

PRESENTS

DowntownDash



Photo: leyla.a on Flickr





**How could this work for
your community?**

SCAVENGER HUNT!

Austin

Give a copy of this list to a friend or family member you are traveling with. Mark off each item as you experience it on your trip. At the end of your trip, count up your points. Whoever has the most is the winner!



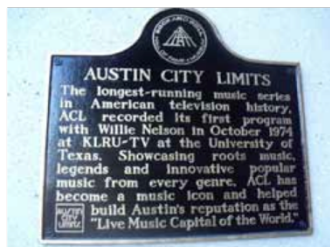
- ☐ See live music at a music venue **5 points**
- ☐ Dine at Stubb's Bar-B-Q **15 points**
- ☒ Visit the Texas State Capitol building **5 points**
- ☐ Have a picnic on Mount Bonnell **10 points**

☐ Spot an item that says "Keep Austin Weird" **5 points**

☐ See the bats emerge from the Congress Avenue bridge **10 points**

☐ Experience nature at the Austin Zoo **5 points**

☐ Visit The Austin Museum of Art **10 points**



- ☐ Cool off at the Barton Springs Pool **10 points**
- ☐ Get creative at the Austin Children's Museum **10 points**
- ☐ Spot the original Austin City Limits studio **15 points**





Photo: GaryPaulson on Flickr

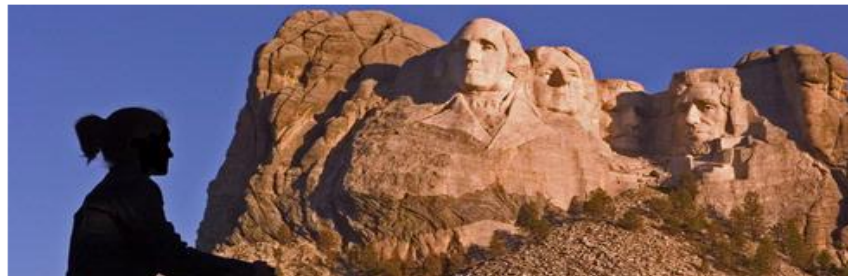
You know you want to try this!



Photo: City of Hoboken, NJ

Parks, Monuments, & Memorials

Two Day Tour



MOUNT RUSHMORE NEAR RAPID CITY AND THE BLACK HILLS OF SOUTH DAKOTA

National Parks and Monuments in Rapid City

DAY 1: NATIONAL PARK AND MONUMENTS

Morning: [Mount Rushmore National Memorial](#)

Head to the monument just before sunrise and you won't be disappointed. The morning sun highlights the granite giving you a truly unique look at the mountain and postcard-perfect pictures. The best light on the mountain is from sunrise to about 10:30 a.m. After watching the sun come up, sit down for a hot breakfast and morning latte with a spectacular presidential view. Visitor Center, gift shop and concessions open at 8:00 a.m. (Mountain Time).

Mid-Morning/Afternoon: [Crazy Horse Memorial](#)

Enjoy a scenic drive to [Crazy Horse Memorial](#), just a few miles from [Mount Rushmore](#). This ongoing mountain carving is the world's largest and a majestic tribute to all Native American tribes across the country. The visitor complex includes a welcome center, the Indian Museum of North America, the Native American Educational & Cultural Center, the sculptor's log home studio and workshop, indoor and outdoor galleries, museum gift shop and expansive viewing veranda. Enjoy lunch at the Laughing Water Restaurant.

Afternoon/Evening: [Jewel Cave National Park](#)

After leaving [Crazy Horse Memorial](#), head underground for a look at the beauty below the surfaces. [Jewel Cave National Monument](#) is approximate 20 miles west of [Crazy Horse](#) and is the world's second longest cave. Located about 30 miles from [Jewel Cave](#) you'll find the world's fourth longest cave, [Wind Cave National Park](#). Both caves have daily tours. Prices and final tour time varies based on season.

Night: [Mount Rushmore National Memorial](#) or [Crazy Horse Memorial](#)

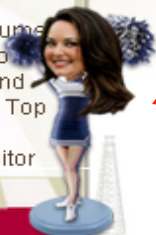
Be sure to head back to either [Mount Rushmore](#) or [Crazy Horse Memorial](#) for their evening shows. During the summer season, [Mount Rushmore](#) holds a nightly lighting ceremony. This patriotic and moving event highlights the making of the monument with a video, flag lowering ceremony and a salute to veterans.

At [Crazy Horse](#) you can experience a laser light show nightly during the summer. It also holds two special night blasts. The first night blast of the year is June 26. It celebrates the birthday of Mrs. Ruth Ziolkowski, wife of the late Crazy Horse sculptor. The second

BEAUMONT E·X·T·R·A·S

with
Stephanie Molina
Director of Marketing

Explore history, tradition and the rich culture of Beaumont with amazing museums and things to do that you won't find anywhere else! Top 10 list of Beaumont's visitors

[more»](#)

itinerary

[PRINT](#)[EMAIL](#)[Show Map](#)

Art Museum of Southeast Texas

506 Main St.
Downtown
Beaumont, TX 77701
Phone: (409) 832-3432



This museum offers a gallery of the area's most esteemed artwork, interactive features and family-friendly experiences. Stop for lunch at Two

[★ Overview](#) [i Added to Itinerary](#)

1

Edison Museum

350 Pine St. at Edison Plaza
Downtown
Beaumont, TX 77701
Phone: (409) 981-3089



Through exhibits and displays of artifacts, the museum communicates the contributions of the electrical industry that resulted from the genius of

[★ Overview](#) [i Added to Itinerary](#)

2

Fire Museum of Texas

400 Walnut
P.O. Box 3827
Beaumont, TX 77701
Phone: (409) 880-3927



Open since 1984, this tribute to firefighters houses a collection of antique engines and firefighting equipment dating back to the 1800s. Take your





Photo: Olivander on Flickr





You can do this!

Ready for the magic?

Follow Vicky



Vicky Soderberg

<http://cygnetstrategies.com>

Vicky@CygnetStrategies.com

406-227-1213



@CygnetUpdates



Instagram.com/CygnetUpdates



Linkedin.com/in/VickySoderberg